

North China Food & Beverage Market, Importers & Distributors

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Useful information has been obtained through personal contacts, searching the internet, and from the Directory of Best Food Distributor and Manufacturers in China, The Directory of China's Foreign Trade '98/'99, Kompass 1996 China Products & Services, Beijing Telephone Directory and Beijing Yellow Pages.

More than 120 companies have been reviewed in order to select the most valuable importers and distributors for Canadian food products. Attached is the contact list of these importers and distributors; of these 32 submitted profiles of their operations. The list which follows the profiles is of known importers who have not submitted a profile. Other than editing of the profiles no other changes were made to the profiles submitted.

While every effort has been made to publish accurate information the Government of Canada assumes no liability for incorrect information or for business transactions which rely on the information published herein.

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Note: As of August/2000, RMB5.5 = CAD\$1.00

THE FOOD MARKET IN CHINA

Note: the following article dated Dec. 15, 1999 was taken from Food Brands in China on the website of Seymour Cooke, Food Research International, 42 Colebrooke Row, Islington, London N18AF, UK. The original article can be found at: http://www.just-food.com/features_detail.asp?art=102 Food Brands in China, a 365 page comprehensive report covering the processed food market in China across many food categories, is available for sale from Seymour Cooke, fax: 44+ (0)171 226 5298.

China has the youngest branded foods market in the world. Brands were almost unknown until foreign investment was allowed in the 1980s. Many companies were at first reluctant to invest in a country where connections were vital to do business, and where distributing goods across a city, let alone across the country, was a major challenge.

Coca-Cola and Pepsi Co. may have started the ball rolling in the late 1970s, but Nestlé did not invest in China until 1990, and the pace of foreign investment in the food industry did not start to pick up until the early 1990s. In most respects, therefore, the branded processed food market is less than a decade old.

The country has now attracted more foreign investment than any other emerging market. Moreover, this has been seen across all sectors of the food industry, and companies from Europe, North America, Japan and other Asian countries have all invested in China.

National vs regional markets

The size of China and the vast distances between the major population centres led many observers to believe that a series of regional markets would develop, with both domestic and international companies being stronger in some regions than others.

However, Seymour - Cooke's 1996 retail audit made it clear that a national market for processed foods was already being established, and that the major foreign investors (as well as some domestic groups) were distributing their products nationwide.

In that survey 135 national brands were identified, with most sectors of the food industry having at least five brands which were distributed across the country.

In the late 1990s the major food companies have improved their distribution networks and more private distributors have emerged. The result is that the market leaders in all the major food categories are able to supply all the major urban markets. Despite this, markets still have regional characteristics with respect to domestic companies. Many of these are only just starting to emerge and are discussed below.

The success of international investors

International food companies have done well in the food sectors in which they have invested, at least in terms of market share. This is in large part because, prior to the entry of these companies, there was very little processed and branded food produced domestically. Foreign investors have thus been developing the market from the bottom up.

Multinationals now account for the lions share of the sales of "western" foods, including biscuits, processed cheese, baby meals, tomato ketchup, mayonnaise, canned soup, branded butter, margarine, jam, chocolate confectionery, chewing gum and milk powder. However, in many other sectors, local challengers are starting to emerge.

Local groups start to emerge

In the emerging markets of Latin America and South East Asia local companies have competed head-to-head with international groups. In China there were few local processed food companies when foreign investment first started, and those which were doing business were state-owned and of doubtful commercial viability. It seemed unlikely that they would be able to compete with the Unilevers and Nestlés of this world, and there seemed little chance of a domestic food industry emerging.

However, this situation may now be changing. In the first place the distinction between local and international groups is becoming more blurred. The return of Hong Kong to Chinese rule means that major companies such as Lam Soon (with significant interests in cooking oil in mainland China), Watson (soft drinks) and Vitasoy (soymilk) can arguably be classed as domestic companies.

The influence of other overseas Chinese capital and companies is also being felt. The leading producer of instant noodles is Ting Hsin which produces the Chef Kang brand and is owned by Taiwanese Chinese, but has its headquarters in the Cayman Islands and is focussed on the Chinese mainland. In 1998 Ting Hsin acquired Wei Chuan, the second largest food company in Taiwan, in what was thought to be the first example of a mainland Chinese company buying into Taiwan. The second largest instant noodle company is President, which is based in Taiwan, and has made an offer for its rival on the mainland.

There has also been cross-fertilisation in the snack sector, where Taiwan's largest rice cake producer, Want Want, has come to dominate the domestic market which now accounts for 80% of company sales.

But "true" local groups are also starting to make their presence felt. COFCO, with estimated sales of \$13 billion is certainly the largest of these, but this is more of a state-owned commodity import-export agency than a processed food group. Jianlibao, the long-established leading domestic supplier of soft drinks, has found it difficult to compete against the two cola giants, but still has significant strengths in non-carbonated soft drinks. The company had sales of \$725 million in 1997 and has been rumoured to be seeking a listing on the Hong Kong Stock Exchange. The Coconut Tree Group is also a major producer of soft drinks. In ice cream, the Yili Group, based in Inner Mongolia, has taken on Nestlé and Unilever in Beijing and had sales of about \$100 million in 1998. Yili also produces frozen foods, where it competes with dozens of emerging local companies. Most supply only on a regional basis, but the largest, Dragon and Phoenix, has achieved national distribution.

Domestic companies have tended to concentrate on sectors which have not attracted foreign investment (ie in general "Chinese" rather than western foods) and those where the production technology is simple. Examples include frozen food (which is focussed on commodity meats, dumplings, wonton, etc), oat-based breakfast cereals, tea, pastes and sugar confectionery. Seymour - Cooke's retail audit noted a

dozen local frozen food companies in Beijing, a similar number of tea suppliers in Chengdu and half a dozen suppliers of oat-based breakfast cereals in Guangzhou. Few domestic companies have been brave enough to challenge the multinationals in more high-tech branded western foods such as canned soup, chewing gum and instant coffee.

...And the market fragments

Markets tend to consolidate as they mature. In China the reverse is happening as new domestic groups and second tier joint ventures form. These may not be taking sales from the major international food companies, but, as the market expands, they appear to be taking market shares through offering products at lower prices.

In many categories of processed foods international groups accounted for a smaller proportion of the market in 1999 than in 1996. Examples include breakfast cereals, baby food, soy milk powder, UHT milk, yoghurt and spices. The result is that there are now a large number of smaller companies supplying regional markets. Some of these are domestic, others are officially classified as joint ventures, but they involve little-known western or overseas Chinese partners.

In the longer term it is of course likely that the major food groups will out-compete these new companies. But in the mean time, as the consumer foods markets continue to expand and consumers remain price conscious, there is clearly scope for local companies to enter the market and compete successfully.

The distribution headache eases

Distribution is often cited as the biggest single brake on the development of the consumer goods market in general, and retailing in particular. In China the distribution of goods is inefficient, slow and expensive.

The reasons for this are well known and well documented: the long distances between the major population centres in China; the poor state of the road and rail infrastructure; the inefficiency of the state sector; the underdevelopment of the private sector; and, hitherto, the relatively low volumes of consumers goods which needed to be distributed across the country.

There are now signs that the situation will improve. The reasons for this are listed below.

- Improving road infrastructure, with considerable combined investments from the state, international agencies and the private sector.
- Private hauliers who can offer a reliable nationwide service are emerging.
- An increase in the size of the FMCG market is leading to economies of scale, thus reducing unit costs.
- Some major international distribution companies have entered the sector.
- Food manufacturers (including Nestlé, Unilever and Coca-Cola) and fast food operators (e.g. McDonalds, KFC) are investing in their own distribution systems.
- The development of supermarket chains and hypermarkets presents, for the first time, a viable customer base for distributors.

Beijing continues to deregulate the sector, if only slowly. In 1997 19 domestic companies were given permission to import and export products for the first time. These are mainly chain stores but include a catering company. 14 product categories, however, remain reserved for state monopoly importers.

Retail chains develop

At the same time as distributors get their acts together, so their task is being made easier by the emergence of retail chains. Most processed food is still sold through small private grocery-type shops run by individual families. These are difficult and expensive to supply, and there is little control over storage and display.

The good news is that domestic supermarket chains have started to develop, with the two largest being Hualian and Lianhua, each of whom now have more than 100 stores. There has also been some consolidation in the domestic industry as the government, with both of the leading chains acquiring smaller rivals, indicating the growing maturity of food retailing.

Further cause for optimism is the fact that there has been considerable foreign investment in food retailing over the last five years. The two leading Hong Kong retailers, Dairy Farm and Hutchison Whampoa, have invested in supermarkets and convenience stores, whilst Makro of the Netherlands, Metro of Germany and Carrefour of France all have hypermarkets or wholesale outlets in China. Wal-Mart, the world's largest retailer, has three stores in the south of the country.

These companies still account for a very small proportion of the food retail market in China, but it is estimated that supermarkets now account for 25% of processed food sales in the cities. And there are thought to be around 30 companies in Shanghai who operate chain stores, accounting for about 800 stores. Clearly the more rapidly these multiples develop, the easier it will be for food processors to supply the retail market.

FOREIGN INVESTMENT STRATEGIES

The joint venture route

Initial investment strategies have focussed on joint venture plants built on greenfield sites, with most companies opting for a single factory to supply nationwide, at least initially. This was because of the level of risk involved and the small size of the national market. Examples include Philip Morris and Nestlé (instant coffee), Mars and Cadbury (chocolate confectionery), Danone (biscuits) and Kellogg's (breakfast cereals).

There have been two major exceptions to this rule. Firstly, the major soft drinks companies, have had to invest in a national network of bottling plants because of the bulky nature of the product and the high volumes consumed.

Both Coca-Cola and Pepsi Co have invested in such a network, with Coca-Cola being the largest single investor in the food and drink industry. The company has invested US\$ 1.1 billion in China and their 23rd plant, a \$30 million investment in Chengdu in Sichuan Province, was opened in May 1999. The factory brings Coca-Cola products to another 112 million people and the company claim that they can now supply 80% of China's population.

Companies have also found it difficult to transport frozen and chilled foods because the cold chain is at best unreliable and at worst non-existent. The result has been that frozen foods are dominated by local domestic companies (and chilled foods are largely restricted to dairy products). But both Nestlé and Unilever have invested in the ice cream market and been forced to set up regional plants, with the Swiss company having four factories and Unilever five.

Companies then invested in developing their distribution networks and in marketing their products to build volume and market share. Most are still concentrating on these key strategies. However, by the mid-1990s a new phase of development was starting to emerge as international food groups started to acquire local food companies.

Local acquisitions

One of the first was Danone which bought a stake in Hangzhou Wahaha, a leading domestic milk drinks producer, in 1995. It was no coincidence that the target was one of the few domestic producers to own a well-known brand, but Wahaha was also attractive because of its established distribution network. The company also produced mineral water, in which Danone has global ambitions, and in June 1998 Danone acquired two local companies associated with producing and distributing Yili mineral water in Guangdong Province. Then, in August 1998 Danone, acquired a 60% stake in Shenzhen Mineral Water Co, which claims to account for 11% of sales nationwide.

Unilever has also gone down the acquisition route. The company took most analysts by surprise when it acquired Lao Cai, the leading brand of soy sauce in Shanghai, in mid-1998 for US\$10 million. This was Unilever's first venture into 'Chinese' foods, as the group had previously focussed on ice cream and tea.

The move prompted speculation that Unilever's returns from its chosen western foods were disappointing, but, whatever the motives, this sets up an interesting battle between companies from very different cultures, since Wei Chuan Foods (the second largest food company in Taiwan) has started producing soy sauce in Shanghai and Wuhan, and President Enterprises of Taiwan signed a letter of intent in March 1999 to build a soy sauce factory in Kunshan economic zone (Jiangsu Province). Kikkoman, the largest producer of soy sauce in the world, also has a sales office in Shanghai and is investigating the feasibility of building a plant in China. There are also numerous small domestic producers of soy sauce.

In 1999 Unilever acquired two other local companies: Hong Kong-based Watson's Mountain Ice Cream (the leading supplier in Shanghai); and the Beijing Tea Processing Factory which produces the Gingham brand, a major seller in Beijing.

These acquisitions are also indicative of the growing maturity of the domestic Chinese food industry. Not only are there local companies which are worth buying, but foreign investors have sufficient confidence in the legal and accounting systems to be able to place a value on the companies in which they are interested. This is in itself a significant development.

Sample Supermarket Prices in Beijing, April 1999

Brand	Description	Avg. price (RMB)
Alliance	Deluxe biscuit assortment, 750 gr wax paper packaging	27.17
Anchor	Butter, 227 gr	13.23
Cadbury	Dairy Milk chocolate, 250 gr	43.38
Camel	Soybean oil, 1.8 litre	43.79
Campbell's	Creamed corn soup with mushroom, 305 gr can	8.88
Chef Kang	Chinese noodles in fried soybean sauce, 300 gr plastic packaging	4.20
Coca-Cola	355 ml can	1.99
Entremont	Hard cheese 10 slices, 200 gr	21.69
Flora	Table margarine, 250 gr plastic box	20.28
Fulinmen	Soybean oil, 2.5 kg tin	33.90
Heinz	Fruit & rice cereals (baby food), 225 gr cartons	12.39
Hellman's	Mayonnaise, 215 ml glass jar	9.50
Kellogg's	Rice Krispies breakfast cereals, 200 gr carton	25.80
Kewpie	Strawberry jam, 440 gr	11.00
Knorr	Tomato ketchup, 323 gr	8.80
Kraft	Cream cheese, 250 gr carton	25.21
Kraft	Yoghurt 200 gr, 4 cups	9.43
Le Conte	Hazelnut chocolate, 228 gr	18.00
Lihua Garden	Peanut ring biscuits, 350 gr plastic packaging	8.53
Lotte	Colour bubble gum, 62.5 gr	4.23
Maxwell	Instant coffee, 200 gr glass jar	56.90
McCormick	Cumin powder, 30 gr glass jar	4.75
Mead Johnson	Infant formula, 1 kg tin	132.00
Nestlé	Rice cereal with carrot (baby food), 113 gr cartons	5.63
Nestlé	Instant coffee, 250 gr glass jar	73.00
Nestlé	Fruit flavour ice cream bar, 75 gr wax paper	1.00
Nestlé	Whole milk powder, 500 gr plastic container	23.00
Nissin	Instant seafood noodles, 90 gr plastic packaging	1.75
Parmalat	Drinking yoghurt (strawberry), 25 gr carton	2.70
Pepsi	355 ml can	1.95
President	Instant noodles in fried beef sauce, 126 gr plastic bowl	3.00

Redolent	Rice glue congee, 370 gr can	3.25
Skippy	Chunky peanut butter, 340 gr	12.20
Vitamax	Black rice cereal beverage, 600 gr plastic packaging	22.50
Wahaha	Longan/ Lotus Seed 8 treasure gruel, 360 gr can	3.77
Wall's	Chocolate flavour ice cream bar, 65 gr in wax paper	1.50
Wrigley's	Juicy Fruit chewing gum, 20 bars	23.3
Wyeth S-26	Infant formula, 1 kg tin	136.29
YiLi	Whole milk powder, 400 gr wax paper container	13.40

Source: Seymour - Cooke Ltd

Note* ratios refer to the supermarket survey only

Relying on imports

The consensus has long been that companies who wish to be major players in the Chinese market in the next century need to invest in domestic plants, and most have taken this route. Even jam, mayonnaise and tomato ketchup are produced locally by foreign investors. However, where markets are small, suppliers continue to export to China.

Perhaps the most successful importer is Ferrero Rocher of Italy which has about 5% of the domestic chocolate confectionery market secured through imports alone.

Stollwerck, Lindt and Sprüngli and Piasten also export to China and have achieved good distribution. Other western foods which are supplied by imports include canned soups (where Campbell's is the leading supplier), butter, margarine and cheese. However, in the case of the latter, Bongrain began production of cheese at a plant in Tianjin in May 1998 and there is also an America-backed company called Baotou Chis Dairy Co. Ltd making the cheese in Inner Mongolia.

Future developments

The immaturity of the Chinese food market is demonstrated by the large number of local brands which have emerged over the last few years and which supply only their local region. If the domestic economy continues to grow, the processed food market will grow with it and these companies should be able to prosper, despite the competition from international, whom they should be able to undercut.

In the longer term these companies will present possible acquisition targets for both domestic and foreign investors and we can expect to see the Chinese food industry consolidate along the lines of those in the west.

The other trend which can be predicted is unique to China, and this is increasing inter-links between domestic companies and those owned by overseas Chinese in, especially, Hong Kong and Taiwan. The Taiwanese companies Ting Hsin (instant noodles) and Want Want (rice cakes) have already been mentioned, whilst Lam Soon has made investments in cooking oil, Lihua Garden in biscuits, and Kerry and Watson in soft drinks. President of Taiwan has biscuit operations on mainly Chan, and has made an offer for a stake in Ting Hsin. And in late 1998 Ng Fu Hong (part of China Resources Holdings of Hong Kong) acquired a 36% stake in the leading supplier of soymilk powder and soymilk drinks in China, Xuzhou VV Food and Beverage.

IMPORTERS AND DISTRIBUTORS OF FOOD AND BEVERAGES IN NORTH CHINA

China Green Food Development Centre
R205, Chongqin Hotel, Xibahe, Beijing 100028
Tel: 86-10-6422-8888/7205
Fax: 86-10-6422-1175

China Green Food Development Centre (CGFDC) was established in 1992 under the jurisdiction of the Ministry of Agriculture to organize and carry out the Green Food Project (organic food) throughout the country. CGFDC formulates programs and policies and plans for the development of green food, administers the use of the Green Food Label, and organizes the formulation and amendment of standards for green food. It also makes arrangements for carrying out key scientific and technological work, training required for the Green Food project, organizing and participating in domestic and foreign economic and technological cooperation, and directs standards certification bodies in the provinces. It also set up a green food marketing network and environmental protection and monitoring activities.

As CGFDD's foreign affairs department, the International Cooperation Department's main objective is to make contact with other organic agriculture organizations and companies abroad. They are interested in foreign companies engaged in agriculture and food which plan to enter the Chinese market and would like to represent these companies. The company's main interests are bio-pesticides, bio-fertilizers, non-chemical food additives, feed and feed additives, output-increasing technology, food storage technology, production facilities for crops and vegetables, small and medium size production equipment for crops and vegetables, water conservation and irrigation facilities.

The China Green Food Agrosources Co., Ltd. (GFA) is a corporation that promotes, production of organic food and related means of production and technology. Its business covers planting, feeding, food production, trading, technology exploitation and information services. The key management projects of GFA are AA Grade green food: peanuts, peanut products, peanut oil, kidney beans, red beans, soybeans, barley, buckwheat, tea, vegetables, fruit, processed wild vegetables, honey, nuts and poultry products. Product specialization includes food additives, feed additives, pesticides, animal medicines, and fertilizers.

Tianjin Aquatic Products Supply & Marketing Co. Ltd.
No.73, Shanghequan Xiapo, Dagu S Rd, Tianjin 300220
Tel: 86-22-2811-4000
Fax: 86-22-2834-2447

Tianjin Aquatic Products Supply and Marketing Co. was founded in 1951, as a stated-owned enterprise. It integrates aquatic food processing, import and export, storage and transportation, vehicle and vessel maintenance. The company has 2000 staff and workers, and owns a 200 million RMB capital fund. There are 30 independent management units subordinated to the company. Total refrigeration capacity of the six cold storage units is 23,400 tons, with the biggest cold storage unit being more than 10,000 tons. The company owns a railway line and a modern processing workshop. The company has now initiated joint-venture and cooperative enterprises with companies in Japan, America, Thailand, Korea and Taiwan.

The profit earned by the company in 1995 was more than 14 million yuan. Since 1990, the company has been evaluated as "The second grade state-enterprise", and "one of the 100 best food industrial enterprises". The company wishes to cooperate and develop business relations with foreign companies.

China Foods Industrial Group

No. 45 Fuxingmennei St. Beijing 100801

Tel: 86-10-6609-5512

Fax: 86-10-6603-5837

CFIG, approved by the State Economic and Trade Commission and registered in the State Administration of Industry & Commerce, is a large corporate group with China National Foodstuffs Group Corporation(CNFGC). As its holding company, it integrates a large array of businesses including: planting, breeding, processing, storage and transportation, scientific research and information consultation. The core company of CFIG is the China National Foodstuffs Group Corporation, which specializes in meat, poultry and eggs and is authorized with import and export rights. CFIG comprises 96 members, with total assets of 20 billion RMB and total annual turnover of 30 billion RMB. With a strong technical research team and a distribution network spread throughout China, the group has about 30% of the fresh and processed meat market-share in the large and medium-sized cities in China. It has import and export rights for meat, poultry and eggs, and distribution systems for wholesale and retail meat products. Wholesale and retail business including pork, beef, mutton, poultry and eggs, aquatic products, breeding stock, processed products and byproducts, leather, canned products, etc. Sales on a commission basis of relevant equipment, materials, special utilities, spare parts; sales and purchasing on commission basis of bio-chemical medicines, reagents, additives, package materials; import and export of goods for the meat industry; import and export on agent basis for group members; import and export of technology for the meat industry. A very large conglomerate in the meat business in China.

Tianjin Foodstuffs Imp. & Exp. Group Corp.

20 Datong Rd, Tianjin 300040

Tel: 86-22-2330-6400/3507

Fax: 86-22-2330-4401

Tianjin Foodstuffs Imp. & Exp. Co., Ltd (also named as Tianjin Golden Star Imp. Exp. Group Co., Ltd.) is a joint stock company. It was founded in January 1953, as a foreign trade corporation and is one of the 500 largest import and export enterprises in China. In the past 40 years, the corporation has established good business relations with over 800 customers in more than 100 countries and regions in the world. The company is located in the centre of Tianjin, which is located near the Bohai Sea. This area is rich in resources, and conveniently located for transportation and communications. Tianjin is regarded as an important trade centre for Northern China. At present, the company deals in 1000 varieties of import and export commodities falling under more than ten categories such as fruit and vegetables, aquatic products, livestock and poultry, meat products, canned foods, wine and liquors, other beverages, confectionery, frozen foods, condiments, cereals, and feedstuffs.

Tianjin Foodstuffs Imp. & Exp. Co. now has more than 20 departments and has set up subordinate offices in Hongkong, America, Sweden, Italy and the United Arab Emirates. Along with the reform of the Chinese economy, the business scope of the company has expanded continuously. It has adopted flexible

ways of conducting business such as processing imported materials, processing with supplied materials and samples, compensation trade, barter trade and import on a consignment basis. The production and source of export commodities have been consolidated by the support of joint ventures and associated enterprises through investment.

Beijing Foreign Trade Food Service Corporation

12 Jianguomenwai Street, Beijing

Tel: 86-10-6568-7865, 6567-0779

Fax: 86-10-6568-4145

e-mail: bftfsc@a-l.net.cn

BFTFSC is an import-export company, which falls under the Ministry of Foreign Trade and Economic Cooperation. Ever since its establishment in 1986, the company insists on a policy of "customer service first". For more than 10 years, the company has established good trading relationships with suppliers from the U.S., Australia, New Zealand, Denmark, France, Norway, the U.K. and the Philippines. The company's products are sold to customers in Beijing as well as other major cities with more than 100 domestic clients. It has departments for supplying hotels, supermarkets in Beijing and outside Beijing.

The company imports high quality edible oil, flavourings, beverages, meat, milk products, tinned food, packaged food, paper products for hotels and other light industrial products. Its joint ventures include Beijing Western Style Food Co., Ltd., Beijing Sinjing Western Style Meat Products Co., Ltd., Beijing Wenz Food Co., Ltd., and Beijing Horber Meat Products Co., Ltd.

China Far East International Trading Corp.

Bldg 9A, Dongtucheng Rd, Heping St. Chaoyang District, Beijing 100013

Tel: 86-10-6423-4103/1

Fax: 86-10-6422-2835

China Far East International Trading Corp. was founded in 1985. As one of the 500 largest state-owned international trading corporations in the PRC, it is a comprehensive enterprise involved in business sectors such as foreign trade, domestic trade, real estate, manufacturing, research and development.

According to the laws and regulations of the PRC, CFEC deals with different kinds of import and export business. On the basis of government agreements and international trade practices, it exports a variety of commodities, and imports chemical materials, machinery and equipment, food, textiles, garments, light industrial goods, non-ferrous metals and chemical industrial products. CFEC is also involved in processing of imported materials for foreign businesses, compensation trade, barter trade, joint ventures, technical services and information services involving international economic cooperation and trade.

CFEC has nearly 20 subsidiary companies in the major cities of China and branches in Belgium, America, and Hong Kong. It has extended its foreign trade ties to five continents and established trading relations with a large number of foreign businessmen and factories in dozens of countries and regions. For 3 continuous years, it has been among the 500 largest state-owned international trading enterprises recognized by the Ministry of Foreign Trade and Economic Cooperation, and the 500 largest service enterprises recognized by the state council. The annual volume is up to RMB 3 billion, the annual trading

volume up to USD 20 million and the total capital value up to RMB 50 million. It has been given authority from the National Planning Commission to become one of five international trading corporations which can handle the purchase business by using the government.

China National Cereals, Oils & Foodstuffs Imp.& Exp. Corp. (COFCO)

**7-13/F, Tower A, Beijing COFCO Plaza,
No. 8 Jianguomennei Ave. Beijing 100005
Tel: 86-10-6526-8888
Fax: 86-10-6527-8612**

and

COFCO Livestock, Poultry, & Meat Import & Export Company

**10/F, Tower A, COFCO Plaza
No. 8 Jianguomennei Ave. Beijing 100005
Tel: 86-10-6527-6011
Fax: 86-10-6527-8636**

Founded in 1952, COFCO has been devoted to the development of China's foreign trade, international economic cooperation and world trade in cereals, oils and foodstuffs. In the past 45 years, its total volume of import and export has reached USD 130 billion with COFCO establishing good stable relationships with about 3,000 business clients from over 120 countries and regions. Today, it consists of 7 general divisions, 25 wholly owned subsidiaries (15 of which are located in Beijing), 13 functional divisions and offices, and six local companies. Outside China, it has 21 directly-controlled subsidiaries, which are divided geographically and jointly operated under European, Asian, Pacific, and Latin American holding companies. In the past 3 consecutive years, COFCO was ranked with the top 500 world companies in American Fortune Magazine. It is also the 63rd in terms of net assets among 500 Chinese state-owned enterprises, and first among Chinese foreign trade companies. In terms of total volume of imports and exports, in 1996 the company traded USD 3.43 billion. It ranked second among China's 500 leading foreign trade enterprises. By the end of 1996, the total assets of COFCO both at home and abroad had reached approximately USD 4 billion.

COFCO has made investments in 230 domestic and overseas projects with a total investment of about RMB 8 billion. An industrial foundation including the production, processing, transportation, and packaging of grains, oils and foodstuffs as well as relevant services has been established. It has an active meat import division as well.

In the course of past foreign trade activities, the import and export of grains has always been part of COFCO's main business, with the accumulated volume of grains trade totalling 450 million tonnes.

Goodwell (Beijing)

**Room B-7D, 7/F, Jian Hong Building, 13 Baijianshuang East Rd,
Chaoyang District, Beijing 100026
Tel: 86-10-6590-1046
Fax: 86-10-8654-1503**

Goodwell is one of the leading organizations in the region in importation and distribution of quality food and ingredients.

Based in Shanghai, the company has representative offices or associated companies in Beijing, Tianjin, Chengdu, Nanjing and Guangzhou. With its built-up networks in and around these commercial centres, and its licensed capability of customs clearance, the company has been an effective channel and a reliable partner for companies that want to enter the Chinese market in a simple and efficient way.

The company's operations include a processor for re-packaging, a manufacturer of frozen foods, a farm of 100 acres, a transportation team and freezers with capacity of a hundred tons.

The company has access to over 10,000 high quality dry, fresh, and frozen foodstuffs from all over the world - from American Veal to whole Swordfish from the Philippines. If a client has a special order the company will source and import for them. The company is also an agent for many reputable brands. This allows the company to supply the daily foodstuff demands of four and five-star hotels, western bakeries, foreign café restaurants, air catering companies, top supermarkets, and wholesale.

The brands the company supplies include, Dairy Vale, Kapiti Cheese, McCain Frozen Foods, Murray Goldburn, New Zealand Dairy Foods, Primo Milk, Sysco USA, Woolworths Australia, Valrhona Chocolate, and Zeelandia Bakery products. The company is able to source, consolidate, and import or export food stuffs as per orders from various customers.

It is a private, shareholder owned company with limited responsibilities.

Beijing Vandergeeten Food Distribution Centre
R1518, Kuntai Building, 10 Chaowai St, Beijing 100020
Tel: 86-10-6599-3189
Fax: 86-10-6599-3193

Vandergeeten International Ltd. is a Hong Kong based company specialized in importing food and beverages from Europe for distribution in China through its distribution company which has branches in Shanghai, Beijing, and Shenzhen. The company's China distribution structure includes more than 40 staff in 3 cities and its own warehouse and delivery trucks.

Through its sister company, Vandergeeten Export NV in Antwerpen (Belgium), the company is able to organize mixed containers on a timely basis to guarantee a constant supply of a large range of items from Europe. Having its own company in Europe, Hong Kong, and China, it controls the product flow from foreign suppliers to the final retail customers in China therefore guaranteeing the best service in imported food distribution in China.

The company has strong experience in confectionary products which are famous in Belgium such as chocolates, biscuits and jams, and a complete beverage line focussing on speciality beers from Belgium, England, and other countries. A large distribution network has been created in China for imported Hoegaarden White Beer (Belgium) and Boddington (England) draught beer.

The company welcomes inquiries from foreign suppliers and/or Chinese distributors looking for a partnership to jointly develop imported food distribution in China.

PreGel Beijing Trading Co., Ltd.
Unit 1107, Office Building B, Henderson Centre
No. 18 JianNeiDaJie, Beijing 100005
Tel: 86-010-6518-3581/2/3
Fax: 86-10-6518-3583

PreGel is one of the top companies in the Italian and European Ice Cream industry. It expanded into China in 1997. Its concept is "fresh, delicious, high quality and low prices."

A business format franchise is the main way for PreGel to develop its ice cream business in China. So far, it has opened 7 shops in Beijing, and is extending its business to cities such as Shanghai, Xian, and Guangzhou. PreGel's Beijing office welcomes everyone interested in the ice cream business in China to do business with them.

WAF Food Trading Co., Ltd.
Room 8728, 7th floor, Dongfang Lianfa Building
Beijing West Railway Station, Beijing 100055
Tel: 86-10-6395-1961
Fax: 86-10-6395-1978

Established in 1984, WAF Trading Co., Ltd.(WAF) focuses on import and export of food products in Hong Kong and China. WAF distributes world famous branded food products to over 400 joint-venture hotels, fast food chains, catering outlets, restaurants, supermarkets, wholesalers and retailers etc. WAF also offers a wide range of services including transportation, customs clearance and storage facilities to satisfy the needs of various customers.

At present, WAF has offices and warehouses in Beijing, Shanghai, Guangzhou, Xian and Chengdu; and representatives at Shenzhen, Dalian, Guilin, Wuhan, and Hangzhou. Its extensive distribution network, in-depth knowledge of food products and broad experience in China trade enables it to serve its clients best.

Its excellent relationship with overseas suppliers allows the company to obtain the best products and negotiate the best prices for its clients. Currently, the company is the sales agent for the following quality products:

ADRIAN jelly power, BACKALDRIN baking additives, FRENCH GOURMET bakery mix, J&J snack products, KNORR products, LUIJCKX chocolate decor, McCORMICK herbs & spices, MELITTA coffee, NESTLE products, VINTAGE frozen juice concentrates

In addition, the company represents and distributes many other food products such as; beverages, cereals, confectionery, dairy products, pastry, pasta, poultry, frozen meat, frozen fruits and vegetables, condiments, sauces, colouring, essences, wine, liquor, shortening, Japanese food etc.

China Import-Export Tianjin Corp. of State Farms
112, Ouruike Bldg.
38 You Yi Road, Tianjin
Tel: 86-22-2837-3545
Fax: 86-22-2837-3546

This company is a subsidiary company of China Import and Export Corp. of State Farms. A request to Embassy received June 6, 2000 was for Canadian companies able to supply large quantities of frozen beef membranes, frozen beef Achilles, frozen beef mountain tripe chain and frozen beef tongue.

Beijing Capital Lide Food Co. Ltd.
Jason Fei, General Manager
3 Nan Hu Qu Road
Beijing 100102
P.R.C.
Tel: 86-10-6438-9784, 6438-3611, 6438-3662
Fax: 86-10-6438-3053
e-mail: Feixianj@public.east.cn.net

Beijing Capital Lide Food Limited Company (the former Beijing Lide Company), founded in 1991, is a joint-stock enterprise with its main business being importing Western-style food and meats. The company deals with more than a thousand varieties of goods. It provides service to hotels, restaurants, bakeries, air plane catering, snack chain stores, supermarkets, food processing factories, etc..

The company, with its high quality, low prices, and good service, is making rapid development in business. It has established extensive business relationships with customers both domestic and foreign.

The economy in Beijing and its surrounding areas has broad prospects for further development, now that there are more than 80 first class hotels in service. Beijing is also a centre for collecting and distributing imported and exported goods, so there is an inestimable potential for food industry development. The company has set up a marketing network, which is centred in Beijing and radiates to all the important cities in the Northeast, North China and Northwest, and is now rapidly expanding throughout the country. Now that the market economy is very brisk in China, the company hopes to get acquainted with colleagues of the same trade, and to become partners with those companies engaged in diversified foods and various businesses.

Beijing Nature Co.
14, Shuizhuizi Beili, Chaoyang District, Beijing
Tel: 86-10-8598-6564, 8598-1504
Fax: 86-10-8598-3984

Beijing Nature Company was founded in September 1994 as a collective enterprise. It has 21 staff members and annual gross sales of 11 million RMB. The present product range includes the following brands: DEL MONTE products, CAMPBELL'S products, RAGU, CLASSICO

NABISCO, PLANTERS, BETTY CROCKER, PEPPERIDGE FARM, GATORADE products, DR. PEPPER, CHERRY COKE, ROOT BEER, MOUNTAIN DEW from America and KIKKOMAN SOY SAUCE from Japan.

60% of the food items the company handles are directly imported from America and Japan, and most of the rest are from Hong Kong agencies. The company distributes foods to the major supermarkets in the Beijing area and Changchun, Shenyang, Yanji, Dalian, Qindao, Xi'an, Tianjin, etc.

The company sincerely wishes to establish close relationships with more foreign suppliers which are interested in the Chinese market.

Beijing Zhongmu Huawei Food Company

Tel: 86-10-6507-0805/6/7/9

Fax: 86-10-6501-9021

Established in 1995, Beijing Zhongmu Huawei Food Company deals with food wholesale, storage and delivery. It has more than 100 staff, among which 25 are working in management, and 55 in sales and marketing.

The company presently is the sales agent for 20 famous brands of food products, 1500 varieties both domestic and foreign, including dairy products, seafood products, beverages, fast food, snacks and western-food condiments. The company's sales network is expanding throughout Beijing and major cities around it. It has more than a thousand clients including star-rated hotels, department stores, supermarkets, chain stores, convenience stores, restaurants etc.

With a modern information system and efficient management, it offers high quality service to its customers and would like to work closely with more foreign food companies which have the same interests.

SINODIS (Beijing)

**Room 612, Silver Tower, No.2 North Rd, Dong San Huan,
Chaoyang District, Beijing 100027**

Tel: 86-10-6410-6825-28

Fax: 86-10-6410-6424

Sinodis' management of importation, logistics and invoicing along with sales, marketing and promotion capabilities sustain their ability to offer unparalleled services in China. Six years of practical operating experience in China has given the company a unique understanding of the interrelationships between logistics, marketing and distribution. They use their familiarity with Chinese retail outlets to provide clients with a global cost-effective service focussed on continuous quality and flexibility. They cultivate long term partnerships by creating individualized services. The company will implement a global solution that meets your specific strategic, marketing and financial objectives.

From the product's home country to its arrival in retail outlets throughout China, Sinodis is in complete control. The company's experienced logistics team handles every step of the importation chain using

detailed experiential knowledge of all major ports in China, whether by sea or air. They handle all necessary follow-up including clearance of goods through customs, delivery of sanitary certificates, transportation, storage and re-orders eliminating the administrative worries so that foreigners can focus on their core businesses.

The company operates a trucking system to strengthen the management of the supply chain and control stock inventory in the distribution channels. The company's facilities allow them to adapt transportation and storage according to the customer's products specific needs. They currently handle a wide array of product categories with varying shelf-life and temperature constraints. This includes everything from cheese with a 20 day shelf-life to wine and frozen vegetables.

They carry out pre-launching market studies, assess business opportunities, and carefully select an appropriate portfolio of products suitable to the Chinese market. The sales team manages merchandising and sales follow-up in all product categories. Currently they process dry grocery, delicatessen, dairy, frozen products, beverages and alcohol. Using understanding of local markets in China, they adapt your product and packaging to meet both legal requirements and local consumer preferences. The company's products are listed in 95% of foreign hyper- and supermarkets as well as in mainstream Chinese chain stores, focussing on a network of top grade stores to ensure high quality standards. They offer distribution solutions adapted to all channels including retail stores, restaurants and hotels, having developed the capability to import, store and transport goods to remote sites. They open invoices for all distribution channels and products, control purchase orders and stocks.

Beijing Xianda Trading Co., Ltd.
No.174, Denei St. Xicheng District, Beijing
Tel: 86-10-6615-9447/8
Fax: 86-10-6615-9448

Beijing XianDa Trading Co., Ltd. was established in 1998. The major two investors are ADVANCE pharmaceutical (HK) Co., Ltd. and LOYAL pharmaceutical (HK) Co., Ltd.

XianDa Trading represents international brands in China. The company has a wealth of experience in China, especially in the Beijing market. Xianda Trading wishes to introduce more superior foreign products into the Chinese market.

XianDa's business is made up of a food department and infant products department. The company represents two major brands of cookies; Denmark - Kjeldsens Cookies, and Copenhagen Cookies, and have the agency rights for GERBER baby products and FARLIN baby products. The company has developed significant and powerful capabilities in each of its markets. Its large customer base, spans supermarkets, stores, hotels, clubs, wet markets and distributors, etc.

Outside of Beijing, the company has set up businesses in Baotou, Shenyang, and Jixi.

Beijing Ruifuhang Food Trading Co., Ltd.

R1224, Yuedu Hotel, 1A Liuliqiao Beili, Fengtai District, Beijing 100073

Tel: 86-10-6322-0222, 6853-1394, 6852-3910

Fax: 86-10-6322-0222

Ruifuhang Food Trading Co., Ltd is a subsidiary of the China Railway Containerized Traffic Centre. It is a state-owned company founded in 1996. Since then, gross sales have increased from the initial 3.6 million RMB to nearly 9 million RMB in 1999. The company has been developing steadily with the sustained growth of its customers and brands.

It mainly deals with imported food products such as Lindt Chocolate, and Ricola vanilla mint from Switzerland, Fisherman's Friend from England, Golf and Polo candies from Germany, Swiss Roll from Italy, and Imperial cookies and biscuits from Thailand.

The company has more than 200 customers in Beijing, including most of the major department stores, supermarkets, hotels, and restaurants. They have built up a very sufficient sales network for their products. The company would like to establish close partnerships with foreign companies.

Beijing Western Style Food Co.

Miaocheng, Huairou County, Beijing 101401

Tel: 86-010-6964-4733/01

Fax: 86-10-6962-3441, 6964-4824

Beijing Western Style Food Co., Ltd. is a Sino-foreign joint-venture founded in 1987. The company has a registered capital of USD 2 million.

The company produces more than 200 types of quality western-style meat, fish, and seafood products in Beijing. These products range from continental cold cuts, sausages and meats, oven smoked and cured fish, seafood, and fresh meat.

The company has over the past years established a strong distribution network covering all major cities in China, and are also able to provide smaller cities with our services.

Customers include major four and five-star hotels, fast food chains, embassies, supermarket chains, and airline caterers. There are also products exported to Japan and Russia.

The company imports meat, fish, seafood, and dairy products and is acting as distributor for companies from America, Norway, Australia, New Zealand, and Europe.

Their 20,000 sqm factory is well equipped with machinery imported from Germany, Switzerland, and Austria. The production is managed and technically supervised by experts from Europe. The management of the company is joint Chinese-European. At present the factory employs over 160 workers and the total annual meat production averages 300 metric tons.

Beijing Western Style Food Co., Ltd. has been expanding continuously in the domestic and international market and with its new management team will expand further with its main focus on quality products and customer relations.

Product List (produced by Beijing Western Style Food Co., Ltd and imported from foreign countries)

SAUSAGE, COLD CUTS & COOKED MEATS, MEAT LOAFS, JELLIES & PATES, RAW & COOKED CURED PRODUCTS, RAW & COOKED AIR-DRIED MEATS AND SALAMI, IMPORTED BEEF (USA, AUSTRALIA), IMPORTED LAMB, VENISON, CHINESE PORK, BEEF, LAMB, RABBIT, VENISON, FISH AND SEAFOOD, MILK BUTTER OIL, FROZEN PRODUCTS, JAM, FROZEN FRUITS, SEASONING SAUCES & SEASONINGS, CANNED PRODUCTS, POULTRY, CHEESES.

Harborn-Orient Beijing Office
R4062, Beijing Youyi Hotel, 100086
Tel: 86-10-6849-9481/3
Fax: 86-10-6842-5221

Although it has been recently incorporated, Harborn-Orient benefits from long standing experience dating back to the early 1980s.

Its Beijing office has occupied the same premises at the Friendship Hotel since it was opened in 1982 by Sogexport (100% owned by Societe Generale) whose trading activities in China have been continued by Harborn-Orient since 1993.

Harborn-Orient belongs to the DEVEXPORT Group, an international trading group of companies operating mainly in the EU, Cuba, Caribbean Islands, North Africa and Vietnam. The groups annual turnover was 210 million French Francs (FF) in 1997. Harborn-Orient turnover with China has reached 30 millions FF in 1997. It has been engaged in the imported food and beverage business, although they are not its main fields of activities.

Mandarin Fine Foods
No.725, 7th District, Jinsong, Chaoyang, Beijing 100021
Tel: 86-10-6772-3738
Fax: 86-10-6774-4671

Mandarin Fine Foods Co., is a private company established in 1994. It is the largest caviar producer and exporter in China. Its Domestic Distribution Department focuses on supplying the hotel market with high grade imported food products and material. Through years of operation the company has established stable business relationships with the following overseas suppliers:

- Sea Eagle A.S. Norway: Exclusive distribution contract for Norwegian smoked salmon products in China.
- Euro Choice B.V., Holland: vegetables, cheese and fine food products from Europe

- Elle Vire Co., France: Distribution contract for French butter and cream (trade mark: Elle Vire)
- Chinitaly Co., Italy: Assortment of Italian cheese, meat products, Italian good condiments.
- IBP Co., USA: High grade beef products from the US
- PM Global: Exclusive distribution contact for China (Shenson beef)
- Sanford Co., Ltd. New Zealand: Oysters
- Auqatas Co., Australia

Beijing Foreign Trade the 1st Food Provisions Co.

3A, Jianwai Street, Beijing

Tel: 86-10-6731-8434

Fax: 86-10-6731-8436

As a subsidiary company of Beijing World Trade Corporation, Beijing Foreign Trade the 1st Food Provisions Co. is mainly engaged in the imported food and beverage business.

Based in Beijing and having expanded the business to the northern part of China, the company is one of the biggest suppliers to hotels, restaurants, and supermarkets, dealing in food additives, dairy products, meat products, and beverages.

With over ten years business experience, the company has established marketing networks in north China, with the provincial capitals and coastal cities as centres.

The company has set up liaison offices in Hong Kong and Dalian as well as a branch company in Qingdao. They have also been appointed sole agents for the following products in north China.

- Wyeth series dairy powder (U.S.)
- Devondale UHT Milk (Australia)
- Sutured Chocolate (Switzerland)
- Kraft Philadelphia Cream Cheese (Australia)
- MG Unsalted Butter (Australia)
- Riscossa Spaghetti (Italy)
- Long Life Milk (Australia)
- Shenson Beef (U.S.)
- Anlene Milk Powder (New Zealand)

Beijing JBH Technique & Trading Co., Ltd.

A661H Wangfujing St., Century Square, Beijing 100006

Tel: 86-10-6528-0597, 6559-9641

Fax: 86-10-6559-8593

JBH Tech. & Trading is a Chinese company registered in May of 1996 under the government corporation law, and is one of the members in the BH GROUP.

Presently, JBH's main business activities include: 1) import & export trading in general merchandise; and 2) acting as an agent distributor in the Chinese market for imported foods and other products with high quality and/or distinguishing features.

In the export section, we sell industrial wheat flour to Malaysia, and sell artificial flowers, interior accessories and other hand crafts to the USA and Australia.

The import section, working with Australia Bright Harmony Pty. Ltd., is a joint-venture in Australia invested by the group. JBH imports Australian made fruit juice and other food products, and sells them in the Chinese market through an efficient local distribution network.

In relevance to the local market, they have a China Market Department, to handle the wholesale business. In Beijing, the department has nearly a hundred regular customers including some of the most popular supermarkets, department stores, hotels and restaurants. They plan to increase their market share on a large scale in the near future. In other parts of China, the department has established long term arrangements with associates acting on their behalf in Shanghai, Dalian(North China), Yantai(East China), and Chengdu(Southwest China). JBH is also prepared to set up new joint-venture business interests and strengthen their distribution network outside the Beijing area.

They look forward to having the opportunity to promote Canadian products in China.

China Pan-Tourism Industry Development Co. Ltd.
No.1 North Avenue, East Sanhuan, Beijing 100027
Tel: 86-10-6466-8801-628
Fax: 86-10-6466-3878

China Pan-Tourism Industry Development Co., Ltd. is a shareholder owned company with an A stock listing on the Shanghai Stock Exchange. This share holder controlled company of China Pan-Tourism - China National Tourism Trading & Service Corporation was established with the approval of the State Council in 1979. As the leading enterprise in tourism commodities and trade, after separation from China National Tourism Administration (the former responsible department), the company is now under the direct leadership of the central government.

During its 20 years in business, CNTTSC formed unique product channels, market network, a technical workforce, and a management base. The company has close business links with thousands of companies both at home and abroad, and has 40 local chain companies throughout China.

The business scope of CNTTSC includes; tourism transport vehicles, automobile parts, mechanical and electrical products, hotel equipment and supplies, food and beverages, cleaning equipment, detergents, daily-use articles, chemical products, minerals and metal products, communications equipment, building materials, exhibitions and trade shows, duty-free shops, as well as warehousing, transportation, equipment maintenance, technical exchange and service, and information consulting which relates to the main business.

Beijing Yanshilong Business Trading Co., Ltd
No.30 Building Xibahe Dongli, Chaoyang District Beijing 100028
Tel: 85-10-6464-8321, 6467-0655
Fax: 86-10-6462-9525

Beijing Yanshi Long Business Trading Co., Ltd was established in 1996. It is a civil enterprise and has extensive connections with many high-class shopping centres in Beijing.

The company regularly supplies imported food to the Lufthansa-Beijing Friendship Centre, Beijing SOGO Plaza, The Century Capital Department, The New World Supermarket, The China-Resource Supermarket, and Price Smart stores.

They handle well-known brands such as Nod-A-Way, KIDS, LAMBS IVY, SPRING FIELDS, GERBER, CAMPBELL, etc. They are looking for more foreign suppliers to meet customer requests.

China National Native Produce & Animal By-products Imp.& Exp. Corp.
No.208, An Ding Men Wai Street, Beijing 100011
Tel: 86-10-6424-8899, -6420, -6700, -4697
Fax: 86-10-6420-4099

Founded in 1949, CHINA TUHSU is the earliest established and one of the largest state-owned foreign trade enterprises in China. The headquarters is in Beijing. In the past 50 years, CHINA TUHSU, with its rich experience in international trade, and world-renowned business integrity, has developed into a conglomerate with a great competitive edge and widespread marketing networks.

With its principal line lying in the import and export trade, CHINA TUHSU covers a wide range of business activities. Its traditional export commodities Chinese Tea, native produce and animal by-products make up a very important position on the world market. It is also one of the leading importers of timber, plywood, sheep wool, cocoa beans, animal skin and leather in China. With the deepening of China's policy of reform and opening to the outside world, the company has cast off the traditional operating pattern and adapted and restructured it into a new mode. As a result, it has entered into a great epoch of rapid development, handling more than 20,000 kinds of products, and its total turnover entitles it to stand steadily on the front line in China's top 500 foreign trade enterprises.

In the recent years, taking its advantages both at home and abroad, it is exerting itself on the path to diversification, conglomeration, and industrialization, with importing and exporting native produce and animal by-products as the mainstay, trading in the fields of agriculture, industry and technology complementary. At present, the new operating system has taken shape which involves the areas of agricultural products processing, textiles and garments, light industry, foodstuffs and beverages, breeding farms, storage, warehousing, ocean transportation, hotel and tourism, finance, real estate and property, advertising. It has more than 100 domestic and overseas subsidiaries, and over 100 enterprises existing as sole ownerships, cooperative management or joint ventures.

The company sincerely expects and welcomes people in the industrial and commercial circles fields of business to build ties and forge closer relationships for mutual development and benefit.

Beijing Jilong Industry & Trading Co.
10, Pingleyuan, Xidawang Rd, Chaoyang District, Beijing
Tel: 86-10-6778-1159
Fax: 86-10-6771-4798

Beijing Jilong Group Company is a synthetic enterprise with corporate capacity. It owns 6 directly attached enterprises, 2 joint-ventures, 2 secondary enterprises and has 500 staff members. The company is striving towards a centralized enterprise conducting foreign trade, service, production and scientific research.

From 1989 on, it has developed long term trade with more than 20 foreign companies in South Korea, Russia, Japan, America, Canada, Mongolia, Malaysia and other countries. The company's import and export volume has surpassed USD20 million, and has traded 100 kinds of commodities. The company has set up stable channels for trading goods such as deer horn, licorice root, chemical fertilizer, manganese, steel, salad oil and sugar. It would like to expand its trading field.

China Kingdom Imp.& Exp. Corp.
South Gate of No. 4 North Ritan Rd, Beijing 100020
Tel: 86-010-6501-6627/28/29/30
Fax: 86-10-6508-0519

China Kingdom Import & Export Corporation was established in 1993, and authorized by the Ministry of Foreign Trade & Economic Co-operation of China. It consists of 6 business departments, a personnel department, and accounting department. It has subsidiaries and representative offices in other cities of China.

Currently the import and export business has developed rapidly, including cereals, oils & foodstuffs; native produce & animal by-products; textile fabrics & garments; chemicals & pharmaceuticals; light industrial products, machinery & equipment. They have established extensive trade relations with European countries, America, Japan, Southeast Asia, Hong Kong, Middle East countries, African countries, and Oceania countries.

Besides the import and export business, they have invested in a chicken slaughtering plant, a cooked chicken meat processing plant, franchising shops, restaurants, etc.

China State Farms Agribusiness (Group) Corp.
56, Zhuanta Lane, Xisi, Beijing 100810
Tel: 86-10-6617-9850
Fax: 86-10-6617-1207

CSFA(G)C has developed into one of the most important parts of China's state farm economy since its establishment in March, 1980. At the beginning of the 1980's, CSFA(G)C started its trade operations and developed its integrated management in the fields of trade and processing industries. It has established 150-odd enterprises in the fields of domestic trade, import and export, farming, animal husbandry, food-

processing, real estate development, large wholesale market construction, catering trade, hotel, tourism, advertisement, garment-processing, light industry and textile, the chemical industry, electronic equipment, pharmacy, construction material and transportation. With 1000-odd commodities being produced or managed, its trade network covers more than 60 countries and regions. CSFA(G)C has had success in the management of the agriculture industry and commerce, and now is devoted to development in the direction of plural management, and the international market to serve the modernization of agriculture and the rural economy in China. The main interests of CSFA(G)C are in chemical fertilizers, pesticides, machinery, automobiles, finished oil, rubber, grain, feed, steel, communication and electronic products, light industrial products, local and livestock products, pharmaceuticals, etc. The total annual import and export volume is USD 100 million, of which USD 30 million represent annual imports mainly of agricultural chemicals, important chemical raw materials, animal and plant oil, food, forage, textile fibbers, medicine, agricultural tools and USD 62 million represents exports mainly of cereal and oil, food, forage stuffing, native raw material, coffee, cocoa, livestock products, lumber products, and agricultural machinery.

Main Import Commodities:

Pesticides, major industrial chemicals, animal and vegetable oils, foodstuffs, feed, textile fibres, pharmaceuticals, chemical products, equipment and machinery, agricultural transportation machines, farm implements, apparatus and instruments.

Beijing Bohoo Foods Co. Ltd.

Rm. 204-206, No.9 Bei Tou Tiao St.

Tuanjie Hu, Chaoyang District, Beijing

Tel: 86-10-6582-4902, 6582-4483

Fax: 86-10-6582-1489

Beijing BoHoo Foods Co. Ltd. is a food distribution company. It specializes in all kinds of dairy products such as cheese, cream, salad dressing, and baking ingredients. Beijing BoHoo Foods Co. Ltd. was established in April 1999. ZhongShan Ruihoo Trading Ltd. and Beijing BoHoo are branches of Hong Kong Lee Woo Tai Ltd. The company's management and sales people have great experience in food distribution in Hong Kong, Southern China, and North-East China. They have been in the food distribution industry for seven years. BoHoo's sales network covers more than 36 major cities in Inland China.

Products

Entremont's Entremont cream (France)

Elle & Vire brand product (France)

Bongrain Foods Ltd. Pikifou cheese (France)

Van NettEn (Germany)

Kelsen's Danish and kjeldsens (Denmark)

Nutrasweet (USA)

ASC Fine Wines

No. 1 7th Floor, Tower A, East Gate Plaza

No. 9 Dongzhong Street, Dongcheng District

Beijing, 100027

Tel: 86-10-6418-1598

Fax: 86-10-6418-1597

e-mail: homedelivery@asc-wines.com

website: www.asc-wines.com

ASC Fine Wines was established in China in 1995. The company is dedicated to supplying famous and high quality wines from around the world to people in China. With two main offices, one in Beijing and one in Shanghai, ASC employs over 50 people and sells wines to major hotels, restaurants, and retail stores throughout the entire country.

ASC Fine Wines exclusively represent 21 different wineries, including famous wineries from France, America, Italy, Australia and Argentina. In total they supply over 200 different wines, including many different wines from Bordeaux (Chateau Cos d'Estournel), Champagne (Bollinger), Burgundy (Louis Jadot) and many different wine varieties including Cabernet Sauvignon (Beringer), Chardonnay (Petaluma), Malbec (Bodega Norton), and Barolo (Marchesi di Barolo).

To effectively represent the wonderful wines also requires knowledge of the products. ASC therefore trains all its staff extensively about its products, and they in turn pass on this knowledge to customers through training courses designed to make wine easier to understand and enjoyable.

To further assist in training and increase the enthusiasm for wine ASC also works with its wineries to bring wine makers and chefs to China for promotional events throughout the country.

ASC's goal is to provide the best quality at the best price with the best service of any wine company in China. To meet these goals ASC has invested heavily in warehousing, distribution, and training. In Beijing and Shanghai, the company delivers to the customer within 24 hours of the order, and in surrounding cities within 48 hours. ASC warehouses a large supply of wines at all times, and our warehousing facilities are temperature controlled to ensure the quality of its products.

ASC's web site is designed to increase knowledge of wine and access to it in China, so customers may further enjoy this wonderful and healthy product. Wine is more than a good tasting drink, it is a lifestyle, and as the company slogan says "Life is too short to drink bad wines".

Montrose Food and Wine
Longbao Mansion, Suite 312
No. 36 Maizidian Jie, Chaoyang Qu
Beijing 100026
Tel: 86-10-6591-6491
Fax: 86-10-6591-6460
e-mail: montrose@public3.bta.net.cn
website: www.montrosechina.com

Montrose Food & Wine's distribution business has been growing steadily in the Chinese market for the past ten years. Montrose Food & Wine, an American corporation, now carries exclusively more than 300 famous name brands of 28 prestigious vineyards from ten countries around the world. As a well reputed market leader, Montrose always guarantees the quality of its products and service. The Montrose portfolio of wines includes the finest selections from Italy, Spain, Germany, Portugal, California, France, Chile, Australia and New Zealand and Canada. Additionally, Montrose provides the following extensive range of services to assist in the entire selling process of its products: guaranteed 48 hours delivery, staff training & Chef promotions, product information and printing facilities. To consolidate its long-term position in China's wine market, Montrose entered into a joint venture in 1997 to produce and bottle fine wines with the Great Wall Winery Group and Miguel Torres S.A. of Spain. The Montrose wine and food inventory in China is maintained at the highest standards. We have bonded and temperature controlled warehouses in Shanghai and Beijing. With the reunification of Hong Kong and China in 1997, Montrose is extending its business operations into Hong Kong by establishing Montrose Food & Wine H.K. Ltd. In a related move, Montrose has also taken a stake in the South China Brewing Co., Ltd. of Hong Kong, which offers a unique line of beer products.

Other Importers & Distributors of Food and Beverage Products in North China

- 1. Tianjin Zhaoji Enterprise Co., Ltd.**
No. 20, Huanhu Xi Rd. Tianjin 300060
Tel: 86-22-23926460
Fax: 86-22-23911519
- 2. Hedu Xingye Trading Co., Ltd.**
Bldg. 1, Jiangnan Dongli, Chaoyang District, Beijing 100028
Tel: 86-10-64606522
Fax: 86-10-64661261
- 3. Gourmet Downunder**
Ritan Dong Yi Jie, Chaoyang District, Beijing 100020
Tel: 86-10-65912639
Fax: 86-10-65912639, 64351405
- 4. Baoheruiyuan Co.**
Tel: 86-10-65824902
Fax: 86-10-65821389

5. **Huadelong Food Company**
Tel: 86-10-64316052, 64316183
Fax: 86-10-64318386
6. **Edward Keller Ltd.**
26th Floor, Hanwei Building, No.7 Guanghai Rd, Chaoyang District, Beijing
Tel: 86-10-65614264, 65613984/88
Fax: 86-10-65614260
7. **Beijing Daying Trading Co.,Ltd.**
16A, Maliandao, Xuanwu District, Beijing
Tel: 86-10-63474566
Fax: 86-10-63474614
8. **Beijing JiaJiaYuan Trading, Co.,Ltd.**
R3006, Guanghai Building, Beijing
Tel: 86-10-65819966
Fax: 86-10-65936866
9. **Husi Food Company Ltd.**
Beijing Office: Suite 770, Beijing Sunflower, 37 Maizidian Street,
Chaoyang District, Beijing 100026 P.R China
Tel: 86-10 85275300 85275292-98
Fax: 86-10 85275299
10. **Luohe Shineway Group Co. Ltd.**
No. 1 Shineway Rd. Luohe City, Henan, P.R China 462000
Tel: 86-395-2622616
Fax: 86-395-2623398 2633274
website: <http://www.Shuanghui.Com>
e-mail: shic@public.lhptt.ha.cn
11. **Shandong Liaocheng Imp. & Exp. Corporation**
6 Weiyu Road, Liaocheng, Shandong
Tel: 86-635-8451800
Fax: 86-635-8311322
12. **CMC Dong Fang International Trading Company**
West Wing, Sichuan Mansion, 1 Fuwaidajie St.
Xicheng District, Beijing, 100037 China
Tel: 86-10-68991675 68343487
Fax: 86-10-68343485 68343487

- 13. Beijing World Trade Corp.**
3A Jianguomenwai Dajie
Beijing 100020
Tel: 86-10-6500-5708
Fax: 86-10-6500-5462
- 14. CITIC Trading Co. Ltd.**
14/F Capital Mansions
6 Xinyuan Nanlu
Chao Yang District
Beijing 100004
Tel: 86-10-6466-0088
Fax: 86-10-6466-2161
- 15. China National Foodstuffs Corp.**
45 Fuxingmennei Dajie
Beijing 100801
Tel: 86-10-6607-1159 6609-5512 6601-8218
Fax: 86-10-6603-5837 6603-3892 6606-0814
- 16. Shandong Foodstuffs Import and Export Corp.**
70 Zhongshanlu
Qingdao 266001
Tel: 86-532-286-7998
Fax: 86-532-287-0817
- 17. Shandong Cereals, Oils, and Foodstuffs**
24 Wusonglu
Qingdao 266011
Tel: 86-532-282-8805
Fax: 86-532-282-4229
- 18. Hunan Taiping Group Corporation**
Tel: 86-736-5588888
Fax: 86-736-5588898
- 19. Lufthansa Supermarket(Small amount and large varieties)**
Tel: 86-10-64651810
Fax: 86-10-64674532
- 20. Beijing Cereals, Oils & Foodstuffs Import & Export Corp.**
22 Fu Wai Street
Beijing 100037
Tel: 86-10-6803-8881
Fax: 86-10-6803-6774

21. The Food General Company of Tianjin

22 Datong Road, Heping District

Tianjin 300040

Tel: 86-22-2339-9873

Fax: 86-22-2330-8131

22. Northern International Group

Tianjin Smart Gulf Foodstuffs Co. Ltd. (seafood processor)

Jinqi Road, Xianshuigu, Jinnan District

Tianjin 300350

Tel: 86-22-8851-0091

Fax: 86-22-8851-0092

e-mail:sgfco@public.tpt.tj.cn

Wine Importers

23. ASC Fine Wine Beijing/ St. Pierre & Eagle Food & Beverage Co. Ltd.

Tel: 86-10-6418-1598

Fax: 86-10-6418-1597

24. Beijing Dragon Seal Wines Co. Ltd./Beijing Pernod Ricard Winery Co. Ltd.

Tel: 86-10-6816-0610

Fax: 86-10-6821-3641

25. Beijing Yanshilong Business Trading Co., Ltd.

No. 30 Building Xibahe Dongli, Chaoyang District Beijing 100028

Tel: 86-10-64648321

Fax: 86-10-64629525

26. Force 8 Cellars Limited

Xavier Tondusson, Wine Merchant

Tel: 86-10-6485-4834 mobile: 13901802848

Fax: 86-10-6485-4834

27. IYUN

Shanghai Yiyun Economics Trade Development Ltd.

Thomson Chen, General Manager

Second Floor No.31 Hengfeng Road,

Jinfeng Building, Shanghai China 200070

Tel: 86-21-63530476

Fax: 86-21-63530476

28. Ironstone Vineyards Beijing Office

Ms. Xue Yan Zhang

Tel: 86-10-6463-4697

Fax: 86-10-6460-3912

- 29. Italgrani**
Tel: 86-10-6461-1226
Fax: 86-10-6461-1226
E-mail: montrose@public3.bta.net.cn
- 30. Olivier/Los Boldos**
Pierre Delage,
Tel: 86-10-6460-3097
Fax: 86-10-6460-3098
- 31. SIPCA Beijing Office/ Grandes Vinos Y Vinedos SA**
Tel: 86-10-6597-5124/6597-5265
Fax: 86-10-6597-5125
- 32. Summergate**
Ian Ford, Director
Sales and Marketing - China
1006 OOCL Plaza
841 Yanan Zhong Lu
Jingan Qu Shanghai 200040 China
Tel: 86-21-6279 4200
Fax: 86-21-6279 4201
Beijing Contact
Tel/Fax: 86-10-6556 3866
Agent for Soleo Wines. Expressed an interest in Canadian Ice Wines.
- 33. The Beverage Company of Asia**
Ms. Theresa M. Wu
Tel: 86-21-6387-7017/6386-6340
Fax: 86-21-6384-9667
- 34. Tianjin Foodstuffs Imp. & Exp. Group Corp.**
20 Datong Rd., Tianjin 300220
Tel: 86-22-23306400
Fax: 86-22-23304401
- 35. Tianjin Commercial Tobacco & Liquor Co.**
No. 189 Jiefangbeilu, Heping District, Tianjin, 300040
Tel: 86-22-2339-8233

36. Tyrell's Wines

Lili Fu

Tel: 86-10-6597-5124/6597-5265

Fax: 86-10-6597-5125

RMC 503 Huapeng Mansion, No. 19 Dong San Huan North Road, Chaoyang District, Beijing
100020

37. Xian Qinmei Food Company Ltd. Shanghai Sales Company

Ms. Shu Ying Qi

Tel: 86-21-6514-2295

Fax: 86-21-6514-3346